

RADIO CLUB PUBLICITY

name of st

(WCRS

Butler-Tyler

Fite Radio

1. Call Letters-----WCSR

2. **STation:** The station is situated at the Watchman's Garage behind 10 Prospect. The station will have a large room which will hold the three departmental offices---publicity, advertising and technical. Another room will be set aside for the executive office. There will be a large studio, a control booth and an announcer's booth.

3. **First Broadcast**-----The theme of the first forty minute broadcast is "What a Smith Radio ought to encourage." President Davis will be the first speaker and thereafter the program will include items in the world of music, art, politics and literature. The rest of the evening will include varied entertainment. The radio goes on the air at 7:00 p.m. and signs off at 11:00 p.m.

4. **Background**---Since last December the radio station has progressed from an idea into an actuality through the persistent efforts of Midge Bosselly, former station manager and Barbara Ungerleider present station manager.

5. **Williams**--In April the Radio Club gave a broadcast at Williams. The script was original. It was called "The Secret Life Of Sophia Smitty." It traced the life of a Freshman from oblivion to fame. A return broadcast was planned at that time.

6. **Money**---A few months later the college voted to put the radio station on blanket tax or the Student Finance Plan.

7. **Advisor**--Mr. Frank Day Tuttle, former New York producer of numerous radio shows including Henry Aldrich, accepted the position as Faculty advisor.

8. **Publicity**---A record campaign was launched to provide the necessary records for the forthcoming broadcasts nearly 1000 records were donated.

9. **Technical**-- All campus houses reached by the college power lines will get the radio station. ~~There will not be any program available to Northampton proper.~~ The radio will come through the light lines. ~~The radius of the beam does not extend to Northampton.~~

10. **Open House**--There will be an open house planned for the following night or for the following Monday night at the studio where the college will come. Prices paid for the various articles in the studio will be labeled so that the students will know what their money went for. Another open house will be for the faculty.

11) Smith Greens and Smiffenpoofs

12) Mr. Schenck

13) Mr. Peltason

14) Sally Greiss, Hallie Flanagan Davis

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